

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #315288

Mr. J. Mitiguy
DOWLINGS, INC.

APRIL: DORAL B1G1F / PROMOTION #800219

Dear John:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	<u>3</u>
Ult Light 100	12300-25185	<u>3</u>
Lt Box 100	12300-25189	<u>3</u>
FF Box 100	12300-25188	<u>3</u>

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO # 460A ; Displays PO # 460B

Product / Display Arrival:

March 23, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE :

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$973.54

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B1G1F'

51845 7908

-2-

B1G1F
DOWLINGS, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED '**WHOLESALE PACKING INSTRUCTIONS**'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '**RETAILER PROMOTIONAL PACKING EXPLANATION SHEET**' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

***4 CARTONS; ONE CARTON EACH STYLE:**

DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$58.80 (4.2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: B. Cook
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

APDB1G1F.DOC

51845 7909

Wholesaler Packing Instructions
April DORAL B1G1F

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

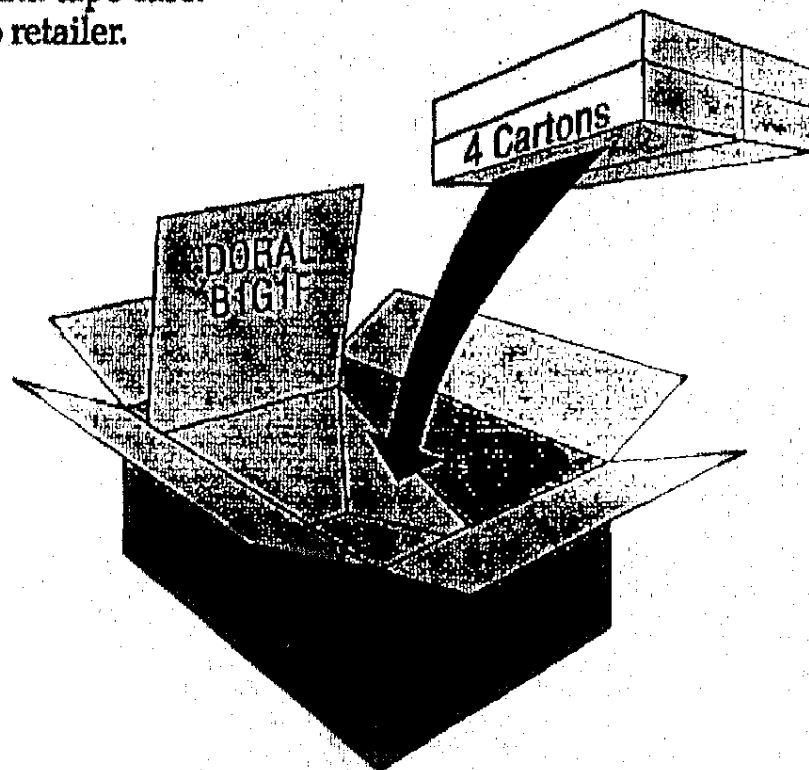
2ND QTR '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971

Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT	LIT LT	LT BOX	FF BOX		
	100	100	100	100		
Number of Cartons	1	1	1	1		

51845 7910

DORAL

Special Deal
Buy 1 Get 1
Promotion!

DORAL

Buy 1
Get 1 **Free**

Buy 1
Get 1
Free



DORAL
DORAL

WHILE SUPPLIES LAST

Buy 1
Get 1
Free

DORAL
DORAL

Corner Display

DORAL

Buy 1
Get 1 **Free**



51845 7911

TRFR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	113558	BEVERAGE WAREHOUSE	E ALLEN ST	MINNEOSKA	VT	05404	1			(802) 655-2620	
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1			(802) 893-6536	2513
162301	162323	664545	ALBURG EXXON SHORT STOP	2	ALBURG	VT	05440	1			(802) 796-4705	3439
162301	162323	576895	ALBURG SHORT STOP 3	RTE 2	ALBURG	VT	05440	1			(802) 796-3360	3439
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1			(802) 868-7843	349
162301	162323	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1			(802) 868-7843	349
162301	162323	943312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1			(518) 563-0043	2778
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1			(802) 655-4703	
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1			(802) 655-4703	
162301	163829	594866	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1			(802) 879-6388	3724
162301	163829	615922	MINNEOSKA EXXON #12	E ALLEN ST	MINNEOSKA	VT	05404	1			(802) 893-2573	3724
162301	163823	618082	SHORT STOP #11	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1			(518) 563-8756	2443
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1			(802) 868-3527	
162301	162323	711211	DICK & PAW'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1			(802) 933-2153	
162301	162320	727620	P.J.'S MINI STOP	190 S MAIN ST	ST ALBANS	VT	05478	1			(802) 527-1128	
162301	162320	114518	DUTCHIES MKT	MAIN ST	WEST PALMER	VT	05775	1			(802) 645-0069	3617
162302	162326	771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1			(802) 447-7528	
162302	162326	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1			(802) 447-6957	
162302	162326	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			(802) 879-7471	956466
162301	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	2			(802) 658-4790	
162301	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	2			(802) 864-0363	
162301	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1			(802) 863-4792	
162301	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200	(802) 879-5892	
162301	163829	114008	S CONNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1			(802) 879-7101	2218
162301	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	2			(802) 879-6471	2099
162301	163829	114058	ESSEX DISCOUNT BEV	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	3			(802) 879-8951	2355
162301	163828	114105	BRADLEY'S GENERAL	RT 15	JOHNSON	VT	05565	1			(802) 635-2496	
162301	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1			(802) 863-1998	
162301	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1			(802) 864-9638	2157
162301	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			(802) 863-9279	2294
162301	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1			(802) 863-7161	2858
162301	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1			(802) 863-7161	2858
162301	163829	517774										

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>
 TEMPLATE : 800219 80400 DOR APR BIG1F
 TEMPLATE SEQ : 0046
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000	2378	(802)334-6835
163801	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000		(802)879-5232
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163827	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163801	163828	670403	FASTOP_EKXON	RT 100	WATERBURY	VT	05576	1		1657-0000		(802)644-6426
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163801	163828	683709	DAVE'S TEXACO	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)496-6580
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)862-2907
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-6070
163801	163829	740858	CHAMPLAIN FARMS	315 SHELburne RD	BURLINGTON	VT	05401	1		1657-0000		(802)482-2070
163801	163829	760220	BALLARD'S STORE	P.O. BOX 2	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELburne RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163801	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818
163801	163829	965513	BOURNE'S SERV. CTR.	760 SHELburne RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163802	163828	309215	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163802	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETON	VT	05735	1			4110	(802)468-2900
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802)773-6919
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	3				(603)542-2278
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		(603)448-6965
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	2		2794-0200		(603)542-3080
163802	163828	742293	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163802	163828	755347	CHAMPLAIN FARMS #26	1 MAIN STREET	NORTHFIELD	VT	05663	1		1657-0000		(802)485-6000
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163803	163825	361537	ROUTE 9 SUNOCO	ROUTE 9	WILMINGTON	VT	05363	1				(802)464-3372
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397

PAGE BREAK TOTAL ACCOUNTS 77 TOTAL QUANTITY 85

TEMPLATE TOTAL ACCOUNTS 77 TOTAL QUANTITY 85

RJ REYNOLDS

TOBACCO COMPANY

*Henster
Judy*

March 6, 1998

J. CAMPBELL / ROJ 1810
PROMOTIONAL COORDINATOR8898 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4170
FAX (716) 634-3146RJR Account #315288
Mr. J. Mitguy
DOWLINGS, INC.**APRIL: DORAL B1G1F / PROMOTION #500219**

Dear John:

DORAL B1G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (item #540971) to pack and ship this promotion to your participating retail accounts.

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EACH WHITE CARTON CONTAINS 8 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO # 460A; Displays PO # 460B

Product / Display Arrival:

March 23, 1998

Ship Date to Retail:

Week of: April 5, 1998

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0.4570

SKU WT (w/o Product):

1.0600 lba

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'DOR APR B1G1F'

51845 7914